

Local News Items

Mr and Mrs Chas. Keeling had as guests over the holiday, Mr and Mrs Brooker and family of Clearholm and Mr Bert Webber of Calgary.

Billy Keeling who is employed with one of the mining companies at Timmins, Ontario phoned congratulations to his parents on the occasion of their silver wedding.

Bruce Gilbert, Helen Hartman, D. Foote and Miss Purdy, all of Mount Royal College are attending the Convention of University Students being held in Winnipeg this week.

Mr. B. Pessenden was the holder of the lucky ticket which drew the tractor raffled by the Sororal Society, to aid in T.-E. Christmas Cheer work.

Mr and Mrs E. Julian entertained at a delightful informal Tea Tuesday, complimenting Miss Mary Scheer, bride-elect of this week. Choice refreshments and a happy social hour combined to make a very pleasant afternoon.

Miss Helen Shrimpton is leaving Sunday for an extended visit with friends in Vancouver.

Mrs Hector McGregor of Lethbridge is spending the week in Strathmore with her parents-in-law.

Miss Ada Wright is added to the staff of the Trading Company Store.

Mr and Mrs Norman Scheer entertained at dinner Monday evening, when the honor guests were Miss Mary Scheer and Mr John Thompson.

Leslie Hand has been transferred to the Land Branch of the C. P. R. in Calgary January 3rd next.

CHRISTIANS IN STRATHMORE

"Do you believe the world is sick? Do you believe that it needs something? Do you believe that Jesus Christ was born into the world as at this time to save it from darkness and despair and misery? Do you believe that He can and does continue that work of 'saving' by living in the hearts of His followers today? Do you believe that there 'two or three are gathered together in His name' there He 'is in the midst of them' and because God 'is with them' and walks the dusty roads, and died on a hard, wooden Cross, and rose again to live in your heart and mine, do you believe that 'new things are wrought by prayer than this world dreams of'?"

If you do, then you are called upon to put your belief into action by praying and to put your prayer into action by going out to make them come true. That is the challenging invitation of the Universal Week of Prayer to be observed by the Christian brotherhood the world over between Sunday, January 2nd and Sunday, January 10th, 1938. Strathmore must answer that challenge. You are urged therefore, to forget denominations and to join forces in prayer and meditation with your fellow Christians in the following services of intercessory prayer.

Sunday, January 2nd—Special Services in your own church, Strathmore United Church or St. Michaels' and All Angels Church. (See Church notices).

Monday, January 3rd and Tuesday, January 4th—8 to 9 p.m.—St. Michaels' and All Angels Church. Addresses by the Rev. V. M. Gilbert, B.A., D.D. on the subjects—"Thanksgiving and Pardon," and "The Church Universal."

Wednesday, January 5th and Thursday, January 6th, 8 to 9 p.m.—Strathmore United Church. Addresses by the Rev. George W. Lang, B.A., L.H., on the subjects—"Nations," and "Missions."

Friday, January 7th, 8 to 9 p.m.—Strathmore United Church. Addresses by Mr. Oldham on the subject "Home Life and Education."

If we "prayer and call ourselves Christians" surely our Churches should be full each night of this great week. Five hours of your time for the salvation of the world. Can you spare it? See the wonderful God go to work in the world's highway? See Him, great Him, and by your prayers make Him "King of Kings and Lord of Lords."

Doug Hirtle who has been quite ill at his home is now convalescing.

Hugh Berry, Gladys Morgan and Billy returned Friday last from a three weeks motor trip to California and parts en route.

Mrs Lang has as her guest her mother Mrs Samwell of Calgary for the Christmas week.

ARDENODE

Miss Gladys James of Raymond, Alberta is spending her Christmas holidays with her parents Mr and Mrs E. D. James.

Mr and Mrs C. A. Dawson and family, also Mr and Mrs J. Horrocks spent their Christmas with Mr and Mrs A. C. Jensen at their home here.

Mr H. G. Smith spent the holidays with friends in Calgary.

Mr and Mrs A. M. Watson and Martin spent the holiday with their respective parents between Calgary and Conih, Alta.

The Annual Christmas Concert which was held in the School house December 23rd was a real treat for those who were able to attend. The school was filled to capacity to hear the pupils did their parts voluntarily well, especially the piano building which was very well done. Mrs T. S. Hughes of Strathmore, also Mrs Leslie Hand delighted their audience with some very popular songs. Miss Marjory and Edith Dawson gave a piano duet, also the Misses Vera and Gladys Barons, Bessie made a timely appearance, much to the delight of his younger friends, and provided each with well filled bags of nuts, served sandwiches after which dance was enjoyed to the music provided by Miss Alice May and Andrew Garrett of Strathmore. Mr J. Davis was the chairman for the evening. Congratulations to Mr J. R. Chamberlain on his first attempt at a school concert.

Mr and Mrs Steele entertained for Mrs Wanda Plath, Mr A. Gilling, Mr S. G. Watson and Miss M. Phillips over the Christmas holidays. While they were enjoyed to the music provided by Miss Alice May and Andrew Garrett of Strathmore. Mr J. Davis was the chairman for the evening. Congratulations to Mr J. R. Chamberlain on his first attempt at a school concert.

Mr and Mrs Walesek and family spent one day last week taking in the sights of Calgary.

Mrs Wm. Whyte and son Robert left last week to spend the winter months in Calgary. Mr and Mrs W. Cain and family are keeping the home fires burning during their absence.

THE WORLD OF WHEAT

Garret wheat will be removed from the grade 3 Northern. The above announcement was recently made by the Hon. W. R. G. Minister of Trade and Commerce, Ottawa.

This news will bring anxiety to every farmer who is growing Garret. Some important queries will at once spring to the producer's mind: Should I continue with Garret? What is the price of Garret likely to be? Should I use a different variety? If a different variety then which one?

The truth is that Garret has been a good variety for northern farmers, for he has enabled thousands to draw on their farms and to pay their taxes. The bald fact is, too, that there is a variety available at the moment that will, with complete satisfaction, replace Garret.

Having decided to change the grade, in order to help those farmers who may produce No. 3 Northern, the further duty of the Dominion Government should be specifically to help the Garret growers. This can be done by increasing the appropriations to plant breeding institutions, so that the excellent work now going forward to develop a new variety to replace Garret can be "stepped up."

Bottle—I'm not feeling well today. I take a glass of beer last night. —Were they fresh? What did they look like when you opened them? —Oh—do you have to open them?



Mayor's Greeting to the Citizens of Strathmore

A few more years shall Roll
A few more Seasons Come.

With the last moments of 1937 slowly ebbing a few more hours shall see us launched into another year. As we survey our little community we find that during the past year, the greater portion of us have had the privilege of obtaining a fair share of the good things the world has to offer: family, Health, Happiness, and Prosperity.

Health and Happiness being our chief objective and when possible

united with prosperity, we have an ideal Situation. Comparing our conditions with those of European Countries and the Far East, we have many things to be grateful for. And the old saying of Peace on Earth and Goodwill Toward Men is exemplified as much in this great Dominion of ours as in any country throughout the world. Whishing you all a Very Healthy, Happy and Prosperous 1938. Yours very truly,
T. B. HUGHES,
Mayor of Strathmore.

SILVER WEDDING CELEBRATION

A most delightful evening was spent at the home of Mr and Mrs C. Keeling Tuesday in honor of their 25th Wedding Anniversary.

Four tables of bridge were played. The lucky winners were Mr Roberts and Mr Oliver Wright, the consolation went to Mrs T. Davidson and Mr Roberts. Afterwards delicious refreshments were served, the dining room and tables being tastefully decorated with silver streamers. A two tier wedding cake presented by Mr and Mrs Brooks of Clearholm held the place of honor on the pretty table. They also made their first wedding cake 25 years ago.

Mr and Mrs Keeling were the recipients of some lovely presents which included a silver tea set by the guests and a piece set of cutlery from an Aunt William who was unable to get away from his work at Timmins, Ontario, but phoned his congratulations.

Mrs Oliver Wright made the presentation on behalf of the guests in a few well chosen words, after which songs, games, etc. were indulged in till 12, and the evening closed with "They are Jolly Good Fellows."

TWO CARS SHOWN IN 1938 FORD LINE

For 1938 Ford Motor Company of Canada, Limited announces two distinct Ford V-8 cars, differing in appearance, appointments and price. One is the de luxe Ford V-8, the other the standard Ford V-8.

The standard car is designed for owners to whom economy in first cost and operating cost is paramount. To de luxe car provides added luxury and style for those who desire them.

Both cars have the same V-8 chassis. There are eight de luxe types available and three standard types. Both de luxe and standard are powered with the famous Ford V-8 engine. The standard V-8 cars reveal new styling, with a different radiator grille design, long hood and flowing contours. The spacious interiors are upholstered in a new material.

In addition to the two passenger cars, Ford is showing a new line of V-8 trucks and commercial cars.

COMING EVENTS

Burns' Night Dance, Rockyford, Tuesday, January 30th.

Ski-ing Across Canada



Measure and competitive ski in the west. From Montreal and the new rush high speed ski travel on the "Ski Special" to the Laurentians each week-end, and on the prairies and in British Columbia other thousands visit their ski resorts. In the west, the Canadian Pacific resorts for the winter season. Layout on right are ultra-enthusiast's object, the famous ski areas, both in the east and west.

skiers halting for a breather on a high pass on Sunshine Valley, Canadian Rockies; middle left is a group of Winnipeg skiers on one of the ski trails south of that city, and lower left shows a Laurentian ski enthusiast's object, the famous ultra-enthusiast's object, the famous ski areas, both in the east and west.

HIGH SCHOOL BANQUET SUCCESSFUL FUNCTION

All things must have a beginning. Hence the High School Banquet which was held in the Memorial Hall Wednesday evening was the first Strathmore High School Banquet, and originated what may prove an annual event.

It was an eminently successful function. The long table decorated with streamers in the School colors of Green and Gold, with miniature Christmas trees and sprays of holly presented a very festive appearance. Principal Crowther was Chairman and Toastmaster. After grace, said by Rev. Lang a bounteous supper was served, following which a very interesting program was opened by two solo songs in excellent voice by Mr Kennedy of Calgary, accompanied by Mr Earl Gillespie.

The toast to the students past and present was proposed by A. D. Shrimpton in very eulogistic words. This was ably responded to by Joan Harbor for the students of 1937-38, and by Jack Van Tighem for the past students' two piano solos were well rendered by Mrs Gillespie.

The Chairman next called on Mr Otto Wuest, Chairman of the Harwood School Board to perform a unique and pleasing duty. This was the presentation of beautifully illustrated Certificates of Honor to Bert Stoen and Darrel Weis, for presence of mind and heroic action displayed by them in going to the rescue of Billy Julian and thereby saving him from death by drowning in the Swimming Pool in Lambert Park in August last.

These certificates were awarded by the Royal Humane Society of Canada, duly signed and sealed. Mr Wheeler commended the boys for their heroism and good comradeship.

Mr Crowther introduced Archibald Swanson, the guest speaker for the evening.

The Archibald based his address on the subject A Game of Cards. After some humorous introductory remarks the speaker advised the students to make the most of their opportunity in the scholastic world, for more and more will success in the future go to the educated boy or girl.

Education should teach one to think his way through and arrive at direct conclusions, not "wallow in the oblique."

In the Game of Cards, the speaker told a story he had read of four of the world's prominent women in a card game. Mrs Muscual, passed because she

had drawn a dove.

Mrs Linberg drew an ace.

The Duchess of Windsor called for a king and got nothing.

Mrs Roosevelt asked for a New Deal, because she had drawn a Joker.

The speaker did not wish to infer that President Roosevelt is a joker. Referring to Italy and kindred countries the Archibald said the trend was away from liberty to totalitarianism. Two ideologies were in the world today, one democratic, one dictatorial. God made man free, and he urged the youth to strive to the utmost for liberty and freedom individually and nationally.

In commenting on the scene—O. Lindholm, the Archibald said very high tribute, as one who had won through to victory, despite fear and hardship. Two quotations: "I fear that mountains but all the same I'll go" and "Naught will stop my purpose till the journey is made," as being standards on which all should base their efforts. Through the Duchess of Windsor, a throne was lost. In democratic countries the people rule not kings. God help us when we abdicate the throne of Christ and prosper.

Mrs Roosevelt and the New Deal—whatever the general opinion, 112 millions voted for this system. Politics will merge into communism and a New Deal of cooperation and federation should supersede greed and ambition. The World cannot abandon the standards of Christ and prosper.

Community singing led by Max Walls preceded a toast to the School Board and Staff proposed by Andrew Garrett and responded to by T. E. Wright and W. L. McKenna.

Pyramid building proved an interesting feature. Dancing with music by a Strathmore orchestra completed the evening.

Mrs Wright, Mrs Schulte, Mrs McParland and Mr McGregory comprised the committee of ladies who carried through the banquet details so successfully.

TRYING

The men who try to do something and fail, are infinitely better than those who try to do nothing and succeed.

WINNERS IN THE STRATHMORE PHARMACY CONTEST

The Grand Prize was won by Patrick Hickey, young grandson of Mr and Mrs Hirtle.

Other winners were—

- Girls—
 - 1—Carol Scherer.
 - 2—Dorcas Anderson.
 - 3—Mimi MacLean.
 - 4—Mavis Mackie.
 - 5—Helen Solesvial.
 - 6—Jean Garriot.
 - 7—Doris Harwood.
- Boys—
 - 1—Frank Van Tighem.
 - 2—Jimmy Wheeler.
 - 3—George Hilton.
 - 4—Billy May.
 - 5—Richard West.
 - 6—Richard Goldwell.
 - 7—Sunny Palardy.

CHEADLE

Manning—Kruger
The home of Miss Dorothy Kruger was the scene of a quiet but pretty wedding Christmas Day when Mr. V. M. Gilbert united in marriage Mr Joseph Manning of Turner Valley and Miss Dorothy Kruger.

The bride chose for the occasion a becoming gown of pink tulle. Mrs Jean Lyons as maid of honor, wore a pretty gown of blue lace while the bridesmaid Miss Jean Kirton chose a pretty blue crepe dress.

Mr Jerry Kruger was best man. The bridal party entered the room to strains of Lohengrin's Wedding March played by Miss Vera Barber. Following a reception attended by a few close friends, the happy couple left for Turner Valley, where they will reside.

A very successful School Concert was arranged by the Teacher, Miss Jean McGregory and held in the Hall Wednesday, 22nd. Th. Hall was filled to capacity.



BOYS AND MEN'S WINDBREAKERS

Odd Sizes left over from Christmas trade, in Shades of Blue, Maroon, Green, Brown, Rust, etc. AT **CLEARANCE PRICES**—

Also Broken Lines in **SWEATERS**, both Men's and Boys—**Clearance Prices**—

Still a Great Assortment of Fine Gloves, and Driving Mitts on Hand.

Underwear, Hosiery, etc.

Thos. E. Wright
Men's Better Wear

HOCKEY GAMES

Strathmore, December 28th. The local Redwings put up an exceptionally fine showing against the Canmore Bruqueters, the Bow Valley League leading pucksters, but they failed to down the mountaineers, the latter taking the heavy end of a 4-2 verdict on Tuesday in the local arena. The game was the fastest witnessed to date this season and tempers flared on more than one occasion.

The first period was fought on even terms with both teams notching a counter to end the period 1-1.

The second period saw Canmore go into command to momentarily dominate the locals and pile up a 2-0 margin.

In the third period the Redwings turned on a power drive which netted them two more goals. The game

finished with Canmore one goal ahead of the locals.

The Redwings will play the Calgary Cougars at Victoria Arena in Calgary on Thursday, January 20th. Give up and give the boys your support.

Strathmore, December 29th. In the first junior hockey game of the season the local Bears defeated the Hammer Hill Dynamiters 6 to 0 in a fast tilt late Wednesday. The lighter Bears were too fast for their heavy opponents and outskated and out-rich handled them in every phase of the encounter. The score might have been closer if the Dynamiters had played more finish around the net. Koch was particularly brilliant for the Bears while Thompson turned in a fine performance for the visitors.

Pot Pourri

Universities must at times give society, not what society wants, but what it needs.

The universities must shelter and develop thinkers, experimenters, inventors, teachers and students, who, without responsibility for action, will explore the phenomena of social life and endeavor to understand them.

The modern University must neither fear the world nor make itself responsible for its conduct.

Intensive study of phenomena under the most favorable possible conditions—the phenomena of the physical world, of the aesthetic world, and the ceaseless struggle to see things in relation—these I conceive to be the most important functions of the modern University.

But the modern world, what with its abundant facilities for publication and its ridiculous fondness for "learned" degrees, grows under a tropical growth of make believe.

A sound sense of values has not been preserved within American Universities.

"Past" and "dead" are very different words.

Let the sons rest mainly on the student, for there it belongs and thus only will his powers be brought out.

It pays better to be an athletic coach than a University professor. (From "University American, German, English," by Dr. A. Pierson).

NIGHTINGALE

Mrs. Art Kimmelt took the train for Lacombe on Saturday after hearing that her daughter Edna, now Mrs. Hansen, was ill. We hope it is not serious.

The Xmas Concert was a great success. All the parts in the plays and songs were well done. The lucky winners were Frank Olynick, Mr. Shrimpton, Harry Dawson, Fred Hilton. Much credit must be given to Miss May Taylor and her sister, Nettie Taylor for the time and work with the children. Mrs. Thurston, Mrs. H. Hilton, Mrs. Hughes and Miss Mary Polk were welcome guest performers.

Kathleen Hartman is home from

school for the holidays.

Mr. and Mrs. G. H. Godfrey enjoyed a lovely turkey dinner Sunday with Mr. and Mrs. Otto.

Mr. Otto is improving slowly from his accident some weeks ago.

The Larsen family were visitors in Calgary last week.

The Valley Garden School held their annual Christmas concert on Wednesday, December 22nd. The program consisted of plays, songs and recitations. It was concluded by a half hour of amateur with Tommy Stoddie ably representing Major Bowes. The songs, tap dance and kitchen symphony were especially well given. Santa Claus made his appearance and treats and gifts made the children very happy. Dancing closed the evening's entertainment. Much credit is due Miss Beattie for the successful Christmas celebration.

Mr. Howard Beattie of Chum came up for a day and his sister went home with him to spend the holidays.

Brushy Lake and Jarvis schools each had a very fine concert and each time the schools were filled to capacity.

Weldon Hartman came from Vulcan and Kathleen came from Calgary to spend the holidays at home.

Mr. and Mrs. Stoddie spent a day in Calgary. They accompanied Mr. and Mrs. Cottar to Calgary. Mr. and Mrs. Cottar left for Canmore and expect to spend Christmas with relatives in Hamilton.

Mr. and Mrs. Geo. Thurston of Lyalta spent Christmas with the Neval and Thurston families.

They have cleared considerable ice on the Walker Lake and the young folks enjoy many hours of fun there.

Mr. and Mrs. Norman Bragg are enjoying their holidays with the Hartman family.

Happy New Year To All.

LYALTA

ALBERTSON SCHOOL CONCERT

A splendid concert was arranged by the teacher of Albertson School in Delroy, December 21st. Readings, and a play "Cinderella" were enjoyed by a large audience. A doll and wardrobe was raffled and won by Mary Lesnak of Exshaw.

Standard Coal

WELL SCREENED

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ON THE

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HAPPY & PROSPEROUS
NEW YEAR



HUGHES MOTORS STRATHMORE, ALTA.

DR. GEO. E. KOCH

VETERINARY SURGEON

HAPPY NEW YEAR TO ALL

COAL FROM CONSUMERS' MINE
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BEST WISHES FOR

A HAPPY AND PROSPEROUS
NEW YEARFROM YOUR LOCAL JOHN DEERE
DEALER

W. J. Weyers

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STRATHMORE

GEOLOGICAL MAP OF ALBERTA

A new geological map of Alberta has just been published on a scale of one inch to sixteen miles. The map is printed in fifteen colors so that the details are easy to read. Each color represents a certain division of geological time which is designated in the legend. On the black base is shown the geography; the geological bound-

aries; and the culture, which includes the township and range lines; all the railways; the cities and several towns. All the surveyed lines, including the base lines, are shown.

The map has been compiled by Dr. J. A. Allan of the Department of Geology, University of Alberta, and is a revision of the geological map previously prepared and which was published by the Research Council of Alberta in

STRATHMORE STANDARD

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ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

1937 FAREWELL — WELCOME 1938

Usually one greets a New Year with a joyous feeling; with hope for greater opportunities and a renewed determination to live life more fully to achieve more of the things worth while.

The resolution is good, and though our achievements oft times fall short of the mark, yet the thought that induces the resolution bespeaks a hopeful attitude.

Mankind indulged in worthy endeavor could and will build a world based on the following lines.

These things shall be: a lotlier race than ever the world hath known, shall rise.

With flame of freedom in their souls And light of knowledge in their eyes.

They shall be gentle, brave and strong To spill no drop of blood, but dare All that may plant man's lordship firm

On earth, and fire, and sea, and air.

Nation with nation, land with land, Inarmed shall live as comrades free; In every heart and brain shall throb The pulse of one fraternity.

John Addington Symonds, 1840-1893

1938. This revised edition has been published with the co-operation of the Dept. of Lands and Inas, Edmonton. Copies of the map may be secured on application to the Department.

DALEMEAD

The Christmas concert given on Thursday night was well attended and all those taking part in the plays, songs, and piano and violin duets did exceptionally well.

Miss Muriel Hatt who is attending University at Edmonton is home for the Christmas holidays.

Mr and Mrs P. Pedersen returned from their visit with relatives and friends in Minnesota.

Miss Marion Longmire from Jolin, Alberta is visiting friends in the Dalemead district.

Mr and Mrs M. Van der Velde returned home on Wednesday from their recent visit to Iowa, Minnesota and Nebraska.

—1001—

Still, there are dragons for the Georges to slay. I have been told of one in a famous inn carrying the sign "St. George and the Dragon."

"The wife of the proprietor had eloped with the equine's son."

"What he's going to do George, now the misus 'ave left 'e?" a friend asked the proprietor.

"Now!" replied the publican. "I just be going to change t' old sign to 'The George'."

No more dragons to be allowed to snop round the polished bar of that old pub.

The
Strathmore
Trading Co.
Wishes
Everyone
A Very
Happy
and
Prosperous
New Year

STRATHMORE TRADING
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A. D. SHERRINGTON, MGR.

STRATHMORE

ALBERTA

KING EDWARD HOTEL

A HAPPY NEW YEAR TO ALL

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John Spirros, Manager

Water Systems, Plumbing and Heating
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A. FRASER

PLUMBING & HEATING

Strathmore

Alberta

FOR Economy USE
ALABASTINE

NAMAKA

Mr and Mrs Jack McLean and daughter of New Dayton were guests at the home of Mr and Mrs H. E. Johnson over the holiday.

Mr Francis Aikens arrived home for Christmas after a pleasant holiday with friends in Minneapolis.

Mr and Mrs P. Watts of Champlain spent Christmas at the home of Mr and Mrs H. B. Brown.

Mr and Mrs Miller and Miss Shirley Miller of Derwood, and Mr and Mrs Florence and family of Stavely were guests of Mr and Mrs H. A. Miller over Christmas.

Miss Isabel and Ida Thomson of Calgary were guests at the home of Mr and Mrs Andy Thomson over the holiday.

Mr and Mrs Posa and family of Standard were guests at the home of Standard and Pavkes over Christ-

mas. Mrs Smitten accompanied them on their return where she will spend several weeks.

Mr and Mrs Elsie Baker spent Xmas with Mr and Mrs Baker and family.

The Annual School Concert was held in the I. O. O. F. Hall on Wednesday December 22nd with Mr Pawkes as Chairman. Following is a list of those on the program.

O Canada

Chairman's Remarks

Welcome, Elsie Jansen.

Four Crows—Jackie Erickson, Walter

Quest, Ruben Watts.

The Candy Shop—Play, Jr. Room.

Recitation—Richard Pawkes.

Sunshine Drill—Girls of St. Room.

The Doll Show—Play, Jr. Room.

Reading—Ruben Watts.

The Wedding Rehearsal—Sr. Room.

Drill, The Dells—Girls of Jr. Room.

Bloody's Christmas—Play, Boys of

Senior Room.

Tablature—Carols of Many Nations—

The Whole School.

God Save The King.

St. Clara.

Announcing
TWO NEW FORD V-8 CARS FOR 1938

THE DE LUXE

THE STANDARD



Ford offers two new cars for 1938—the Standard Ford V-8 and the De Luxe Ford V-8. They are different in appearance—but built to the same standard of mechanical excellence—on the same 112-inch wheelbase.

Because people liked our 1937 car so well, they bought more than of any other make. They liked its looks, its smooth performance, and the way it handled. We have improved on that car in the newly styled Standard Ford V-8.

But some folks wanted still more size and style, with the same fundamental Ford advantages. For them, we have designed a new De Luxe line.

The De Luxe Ford V-8 Sedans are longer with more room, larger luggage space, and finer appointments. De Luxe cars are equipped with the 85-horsepower Ford V-8 engine. They provide more

moduring satisfaction at low Ford prices.

The Standard is even lower priced than the De Luxe. It is a brilliant, modern car. It has graceful new lines and well-colored interiors. It gives you the same basic advantages of the 25-horsepower Ford V-8 engine.

Before Ford made V-type 8-cylinder engines available to every one, they were used only in expensive cars. Since then, four million Ford owners have learned the genuine enjoyment of driving an 8-cylinder car with all-round economy. The low prices of the De Luxe and Standard cars make it easy for you to step into the V-8 class.

FIT YOUR CAR TO YOUR NEEDS

With two distinct designs, two body sizes and two price ranges, you'll find a 1938 Ford car to fit your personal needs exactly. Whatever one you choose, you get time-

proved Ford V-8 performance. Whatever price you pay, you get a car built solidly to serve you well... That's the Ford way.

FOR LOW DELIVERED PRICES SEE YOUR LOCAL FORD DEALER

The De Luxe Ford V-8 models are Coupe, Tudor Sedan, Fordor Sedan, Convertible Coupe, Club Coupe, Convertible Club Coupe, Phaeton and Convertible Sedan.

Standard Ford V-8 is available in three models: Coupe, Tudor Sedan and Fordor Sedan. Ford sells a fully equipped car at the lowest possible price. The prices on De Luxe models include twin tail lights, two windshield wipers, two sun visors, twin electric horns, cigar lighter, de-luxe steering wheel, glove compartment clock and lock, chrome wheel bands, in addition to front and rear bumpers and guards, spare wheel and tire and tube, tire lock, and headlight beam indicator.

Prices on Standard models include front and rear bumpers and guards, spare wheel and tire and tube, tire lock, one tail light, one windshield wiper, one sun visor, cigar lighter, headlight beam indicator, and two horns.

Advertising Rates

Classified Advertising, per issue 35c
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 per issue 50c
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 Apply H. Van Wessel, or phone
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 er, in first class shape, price \$10.
 Apply Morris West, Phone 1603

FOR RENT—DWELLING FORMER-
 ly occupied by George Palardy, Ap-
 ply T. M. Wears, Barrister.

Church Notes

UNITED CHURCH OF CANADA
 Strathmore, Alberta
 Rev. V. M. Gilbert, B. A., B. D.
 Minister

Sunday, January 2nd, 1938
 Subject—"Let Us Sing the Old
 Songs." A service of song.
 Namask

11:30 a.m.—Combined Church
 School and Worship.

Chandos—
 2:45 p.m.—Worship.
 Strathmore—

11 a.m.—Church School.
 7:30 p.m.—Worship.

Subject—"Prayer Makes Changes."
 The Universal Week of Prayer,
 January 2 to 9 will be opened co-oper-
 atively with St. Michael's, the meet-
 ings on Wednesday, Thursday and
 Friday will be held in the United
 Church at 8 p.m. You are invited to
 join with us.

Pianist and Choir Leader—
 Miss E. Hirtle, Graduate Mount
 Allison Conservatory.

ST. MICHAEL'S AND ALL ANGELS
 CHURCH

Incumbent—
 Rev. Geo. W. Lang, B. A., L.H.
 Friday, Dec. 31st—11:30 p.m.—
 New Year's Eve Watchnight Ser-
 vice. Celebration of the Holy Com-
 munion and short address on the sub-
 ject, "Drifting or Diving into 1938?"

Sunday, January 2nd, 1938—
 8 a.m.—Celebration of the Holy
 Communion.

10 a.m.—Sunday School.
 3 p.m.—Carols and Special Christ-
 mas and New Year's Celebration
 of Holy Communion, and Sermon.

7:30 p.m.—Beginning of the Uni-
 versal Week of Prayer. (See further no-
 tice in Standard).

Evening and Sermon.
 Subject—"Mustering Forces
 For 1938."

SACRED HEART CHURCH
 STRATHMORE

STRATHMORE—
 Mass every Sunday 10:30 a.m. ex-
 cepting first Sunday of the month,
 when Mass will be at 10 a.m.

ST. PHILIP'S CHURCH
 CARLELAND—

First Sunday of the Month, Mass
 at 11 a.m.

REV. FATHER COBMAN, Pastor

FRATERNAL
 CANADIAN LEGION, 8 & 1
 Strathmore Branch No. 10

President WM. GRAY
 Sec. Treas. W. S. PATTERSON
 Hall Manager P. WRIGHT

Meetings held the Second Tuesday
 of each month. All eligible welcome
 as members.

WE BUY, SELL OR TRADE, HOR-
 ses, Cattle, Hogs. Anything and
 everything. L. (Mac) Stoumeneg,
 1 Mile West of Strathmore on the
 Main Highway.

FOR SALE—PURE BRED ANGUS
 and Shorthorn Bulls, or trade, also
 pure bred Angus cows. W. A. Lay-
 craft, Strathmore.

HIRTLE'S THEATRE

FRIDAY AND SATURDAY
 DEC. 31, JAN. 1

THE GO-GETTER
 George Brent—
 Anita Louise—

FRIDAY AND SATURDAY
 JANUARY 7 and 8

THIS WAY PLEASE
 with Mary Livingstone.

NEWS AND COMEDY

HUB

BILLIARD ROOM
 STRATHMORE

A HAPPY NEW YEAR
 TO ALL OUR CUSTOMERS
 AND FRIENDS

R. HAMBLBY, Prop.

PETE DE KORT
 Carpenter
 STRATHMORE

PICOBAC
 PIPE
 TOBACCO
 FOR A MILD, COOL SMOKE

The Van Tighem Agencies

INSURANCE Of All Kinds

Life, Fire and Automobile

Local Agent for The Sun Life Assurance
 Co. of Canada at Canadian Westinghouse.
 Phone 105 Strathmore

COAL AND GENERAL TRUCKING

STANDARD, CARBON, CONSUMER
 MINES, DRUMHELLER GRAY COAL

Prompt Service—Phones R1316 & 80

GRAY & JONES, Strathmore, Alberta

LISTEN...
 on Friday Night
 "CANADA-1937"
 IMPERIAL TOBACCO'S
 INSPIRING PROGRAM
 FRIDAY 8 P.M. M.S.T.
 CICA - CFAC - CIOB - CFCH
 CBN - CFOS - CCKN

TOWN OF STRATHMORE
 NOTICE RE TAKES

Taxpayers are reminded that taxes
 unpaid December 31st are subject to
 a penalty of 1 per cent.

T. M. WEARS, Sec. Treas.
 Dec. 2, 9, 16, 23, 30

SKATES SHARPENED

At The Rink
 WHILE YOU WAIT
 Open Every Night
 Scissors and Knives
 Sharpened

GEORGE RISDON

TUDOR

Use the day after Xmas and all over
 the floor.

There's paper and boxes and tinsel
 galore.

Oh gee, what a muddle! When shall I
 get done?

With orange peels, peanuts and pop-
 corn and gum.

Christmas is over! Are we disap-
 pointed? Even though we did get 6 ties we
 couldn't wear and 8 shirts that are too
 large, it was great fun just the same.

And once the house is normal again
 we'll start our plans for "New Year's".

That's the grand thing about life.
 Always something to look forward to
 and something to plan for. So, to
 everybody, "A Happy New Year."

The Xmas annual concert given by
 the school children was well attended
 by parents and friends, in spite of the
 very cold weather. As usual, it was a

credit to our teacher, Mr. James. The
 stars of the evening were Lorne
 Stina, Dorothy Stina and Betty Lou
 Schafer, all under 10 years.

De T. M. Henderson was knocked
 down by a bull. It might have proved
 a very serious accident but for his
 presence of mind. He called to his dog
 who came immediately to his rescue
 and frightened the bull away.

De Henderson suffered a thigh
 wound and shock; but is recovering
 rapidly.

Mr. and Mrs. Arthur Punsuoro had
 guests, Mr. and Mrs. Diagwall of
 Calgary and an uncle from Seattle,
 Washington.

Mrs. Hought of Hunsar is staying
 with her daughter Mrs. K. Schafer.
 It's miserably cold all right; but it
 suits the coal miners.

TO AND THROUGH
 64
 GREYHOUND
 Super
 COACH

NEW YEARS
 FARE AND ONE QUARTER
 Tickets on Sale Dec. 30, 1937
 to Jan. 3, 1938
 Return Limit Jan 3, 1938
 For information write or
 phone

GREYHOUND

ALBERTA

PRIZE AWARDED TO
 CALGARY BEER

Under date of October 26th from Ot-
 tawa, in an article copyrighted by the
 Southern Publishing Company Limited,
 Charles Bishop, the Calgary Her-
 ald's Ottawa Correspondent, reports
 that "out of no fewer than 7000 bot-
 tles of beer submitted from through-
 out the United Kingdom, and all parts
 of the British Empire, the Calgary
 Brewing & Alting Company won the
 diploma in the "heavy" beer class ag-
 ainst all overseas beer in the bottled
 beer competition recently held in
 London, England.

For the first time Empire beers
 were entered in the competition and
 entries were received from Canada,
 New Zealand, Australia and Kenya
 Colony. A number of Canadian brew-
 ers submitted entries in the "heavy"
 class, but Calgary beer topped them
 all.

A report received by the Depart-
 ment of Trade and Commerce states
 that "the judges announced they were
 particularly struck with the fine
 quality of the overseas brews and had
 to spend four times as long in arriving
 at a decision regarding Dominion
 beers as the had the home entries."

TRAIN SCHEDULE
 Going West 8:50 p.m.
 Going East 8:50 a.m.

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28

S. LIBIN, Manager

THE MANAGEMENT AND STAFF OF THE WESTERN DEPARTMENT STORE WISH ALL THEIR CUSTOMERS AND FRIENDS A NEW YEAR OF HEALTH, HAPPINESS AND PROSPERITY

RISDON'S MACHINE SHOP

Machine Work
 And Welding

PHONE

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